

ABSTRACT

Non-profit organization must work on creating of its strategy, visions and goals to be able to develop in the accordance with the period trends. To realize the planned activities this organization is necessary to have the adapted business plan that is used to evaluate business activities from the point of view of this viability and real operation. It is possible to say that the business plan with its all principles helps the organization to succeed in the dynamically developing society full of the opportunities and consequently connected risks with them. The goal of this work is to show the founding of the social enterprise in the sphere of services using the particular business plan and the importance of applying this tool in the scope of strategic development of the organization.

Keywords: nonprofit organizations, strategic planning, business plan, social enterprise, disadvantaged persons on the labor market